

PBRL - Public Relations | Grad

PBRL 5322 Public Relations (3)

This course integrates communications strategy with organizational mission statements, demonstrates stakeholder and issues management techniques and considers ethical dilemmas in public relations situations. Public relations cases are examined in order to learn effective strategic and tactical answers to public perception problems and opportunities.

PBRL 5323 Organizational Communications (3)

This course considers the relationship of organizational mission, employee values, organizational cultures and motivation. Both formal and informal communication networks are studied as they pertain to appropriate use of media to communicate with employees or volunteers. Students examine case studies showing proactive employee information efforts.

PBRL 5342 Writing for Public Relations (3)

This course applies public relations strategies and theories to writing for specific stakeholder audiences in a variety of complex